

WHAT IS CLAIMED IS:

1. A method of soliciting a potential employee for an industry, said method comprising:
 - identifying said potential employee;
 - generating a personalized message for said potential employee on a referral unit;
 - generating a solicitation letter for said potential employee;
 - coupling a media source including general information about career choices by a practicing psychologist to said referral unit; and
 - transmitting said referral unit, said media source, and said solicitation letter to said potential employee.
2. The method of claim 1, wherein said media source further comprises information regarding said industry.
3. The method of claim 2, wherein said media source comprises one of a mini-disk, a digital video disk (DVD), a compact audio disk (CD), an audio tape, or a video tape.
4. The method of claim 1, wherein said identifying said potential employee comprises obtaining a referral from one of a relative of said potential employee, a current employee of an industry performing said solicitation, or a school counselor.
5. The method of claim 1, wherein said industry comprises an insurance and financial services industry.
6. The method of claim 1, wherein said referral unit comprises:
 - a card;
 - said card being composed of one of a paper based product, a fabric based product, or a plastic based product.

7. The method of claim 6, wherein said card further comprises:
a section configured to receive said personalized message;
said section including a plurality of text guide lines.
8. The method of claim 1, wherein said solicitation letter is generated by a recruiter for said industry.
9. The method of claim 8, wherein said solicitation letter comprises an offer to meet with said potential employee.
10. A system for soliciting potential employees, said system comprising:
a card;
a protective sleeve coupled to said card; and
a media storage source disposed in said protective sleeve, said media storage source including a recorded message targeted at motivating a general career search by said potential employees.
11. The system of claim 10, wherein said card comprises one of a one of a paper based product, a fabric based product, or a plastic based product.
12. The system of claim 11, wherein said card further comprises:
a section configured to receive a personalized message;
said section including a plurality of text guide lines.
13. The system of claim 10, wherein said media storage source comprises one of a mini-disk, a digital video disk (DVD), a compact audio disk (CD), a tape, a videocassette, or a flash memory module.
14. The system of claim 10, wherein said recorded message is generated by an impartial third party.

15. The system of claim 14, wherein said impartial third party comprises a practicing psychologist

16. The system of claim 10, wherein said protective sleeve comprises a plastic pouch configured to house said media storage source.

17. The system of claim 10, wherein said protective sleeve forms and integral part of said card.

18. The system of claim 10, wherein said protective sleeve is coupled to said card by one of an adhesive or a mechanical fastener.

19. A system for recruiting potential employees comprising:
a means for receiving a personalized message;
a means for protecting a media storage source coupled to said message receiving means; and
a media storage source disposed in said protective means, said media storage source including a message recorded by a practicing psychologist, said message being targeted at motivating a general career search by said potential employees.

20. The system of claim 19, wherein said means for receiving a personalized message comprises a card manufactured from one of a one of a paper based product, a fabric based product, or a plastic based product.

21. The system of claim 20, wherein said card further comprises a plurality of text guide lines.

22. The system of claim 19, wherein said media storage source comprises one of a mini-disk, a digital video disk (DVD), a compact audio disk (CD), a tape, a videocassette, or a flash memory module.

23. The system of claim 19, wherein said protective means comprises a plastic pouch configured to house said media storage source.

24. The system of claim 19, wherein said protective means forms and integral part of said means for receiving a personalized message.

25. The system of claim 19, wherein said protective means is coupled to said card by one of an adhesive or a mechanical fastener.